

Attention Business Editors:



Dollarama Board Appoints Donald Gray Reid as Independent Director

Montreal, Canada – February 17, 2010 – Dollarama Inc. (the "Corporation") (TSX: DOL) announces the appointment of Mr. Donald Gray Reid, M.Sc., MBA, as an independent director and a member of the audit committee of the Corporation, effective as of today. Donald Gray Reid replaces Todd Cook who resigned from his position as member of the board of directors, the audit committee and the compensation committee of the Corporation, effective as of today. The vacancy on the compensation committee of the Corporation is immediately filled by the appointment of Mr. Stephen Gunn, a current independent director of the Corporation, to such position.

Mr. Reid has over 26 years of experience with the Weston/Loblaws group of companies, including positions as President and Chief Executive Officer of President's Choice Bank, Chief Financial Officer of George Weston Limited and Executive Vice President of Loblaws Companies Limited. Mr. Reid is currently Vice Chairman of the Nature Conservancy of Canada.

Mr. Reid graduated from Queen's University with a Bachelor of Science degree (honours), a Master of Science and a Master of Business Administration.

"We are delighted to have Don join our team" said Larry Rossy, Chair of the board of directors and CEO. "He brings vast financial experience and adds an environmental perspective to our board of directors and its audit committee."

About Dollarama Inc.

In 1992, the Dollarama business was founded by our CEO, Larry Rossy, a third generation retailer. We are the leading dollar store operator in Canada with 594 locations across the country. Our stores provide customers with compelling value in convenient locations, including metropolitan areas, mid-sized cities and small towns. All stores are corporate-owned and provide customers with a consistent shopping experience. Each store offers a broad assortment of everyday consumer products, general merchandise and seasonal items. Products are sold in individual or multiple units at select fixed price points between \$1.00 and \$2.00, with the exception of select candy offered at \$0.69.

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